

Case Study: **Trilogy Health**

48% candidate response rate with most responses coming in under 2 hours

Headquarters: Louisville, KY

Industry: Senior Assisted Living

Client Employees: 15,000+



Founded in December 1997, Trilogy Health Services, LLC is a customer service focused provider of senior living and long-term healthcare services including independent and assisted living, memory care, skilled nursing and rehabilitative services. These services are delivered by staff specially trained to honor and enhance the lives of our residents through compassion and a commitment to exceeding customer expectations. John Turner, Trilogy's HR Tech Analyst, said, "Sometimes we'll get a heads up, but occasionally a new regulation will come out of nowhere and we'll have to change gears extremely quickly to stay compliant."

Trilogy Recruiting Team Catches The TextRecruit "Bug"

John noticed a few of his recruiters were using their personal phones to communicate with candidates over text message and decided to try TextRecruit. "Once we started utilizing the tool we got a very high response with it. After the first month, [TextRecruit] really just sold itself with our team," John remembered.

After the success of the initial pilot, Trilogy outfitted their entire recruiting team with TextRecruit. Recruiters began using TextRecruit to send mass text campaigns to thousands of candidates in just a few clicks. Texting became a key component of Trilogy's candidate engagement strategy.

48% 

**CANDIDATE
RESPONSE RATE**

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– John Turner, HR Tech Analyst Trilogy Health



More Responses & Faster Onboarding

With the healthcare unemployment rate shrinking, Trilogy desperately needed to find a way to reach their mobile, deskless candidates who spent most of the day on their feet. This made TextRecruit the perfect solution, and the result was astronomical. John reported, “By utilizing text messaging in our blasts, we got a much better response rate than we ever got with email. It was significantly easier to fill our open positions.”

Trilogy also used text to fulfill their boomerang project of contacting former employees about new, open positions. After using email with low response rates, Trilogy saw a 50% response rate from former employees after using text.

Trilogy continued to use texting as a primary means of communication when onboarding employees, setting up automated text messaging workflows to help streamline tasks to have new hires up and running as quickly as possible. The entire process from the initial interview to day-one on the job became much quicker, reducing Trilogy’s time-to-hire. John said, “With TextRecruit, we’re playing a completely different ballgame now that we never thought we would be able to achieve.”



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